

# Community Information

## Budget Message

FY 2004/05

This past year, the **Community Information Department** was formed with Seminole County Government Television (SGTV) staff formerly under IT and graphic staff previously under Administrative Services. A new director was hired, and the team was charged with the mission of providing information to employees, the public and the media.

Community Information has developed a media policy, graphical standards are being explored and new shows are being put into production to communicate the successes of Seminole County Government to the citizens who live, work and play here.

Seminole County Government Television (SGTV) continues to receive national recognition for excellence in government programming. This year our original production, "Citizen Soldier-Twice the Citizen" has been chosen as a finalist for the prestigious Programming Impact Award from the National Association of Telecommunications Officers and Advisors (NATOA). This award honors the jurisdiction that most influenced people's perceptions by touching the hearts and minds of citizens.

Current year enhancements to SGTV include a redesigned online program guide on the County's website. The new guide contains extensive program descriptions, links to live video streams and marks the beginning of "video-on-demand" archiving of SGTV programs. Archived video of Planning and Zoning and Board of Adjustment Meetings has also been made available.

SGTV programming has been expanded during prime time hours and weekends and production of a new monthly news/magazine show is currently underway. This new show will provide timely information to citizens and showcase successes in all departments.

SGTV staff has responded to an increasing volume of requests for training videos for other departments, which allows a more cost effective and efficient utilization of resources.

The franchise renewal process with Heathrow Cable and Bright House Networks began during the current year and will continue into next year. Community Information is working to ensure the renewal process goes smoothly and the agreements enhance the quality of life of our citizens in the coming years.

Our Graphics team produces creative, high-quality brochures, invitations posters, presentations and other graphic materials to communicate information and educate Seminole County citizens about the services their government provides. In addition, Graphics coordinates the printing of County letterhead, envelopes and business cards for County departments. Graphics also creates business card art, forms and brochures for several of the Constitutional Offices. Major projects produced include the Annual Report, the State of the County presentation, and the monthly Employee Newsletter. Graphics handle more than 1,200 tasks each fiscal year.

Community Information is committed to planning, strategizing and executing the delivery of information to the citizens through news releases, communications policies, branding, intergovernmental events, research, television programs, brochures and other communications tools.